

LEADING EDGE CONSULTING, LLC

Helping leaders chart
their course for **success**



What is Leading Edge Consulting?



Our philosophy and processes are based on the belief that great leaders are not born, they are nurtured, and the true backbone of any company is a cohesive, collaborative, and diverse team. Successful leaders who understand the value of their human capital also value nurturing that capital to ensure succession and growth within the company.

We have expertise in helping bring clarity and providing actionable insight to leaders and executives when faced with challenging situations – be it personally or with their company or team.

In the end, we work with our clients through their “AHA moments” – that point in time when they uncover what’s been holding them and/or their organization back. Unlike many executive coaching teams – we don’t stop at the tipping point. We set up processes and work with them one-on-one to ensure lasting success after the coaching sessions are over.



Executive COACHING (C-Suite)

Helping Executives and Companies Discover their true power.



Creating an effective, collaborative, and loyal team is one of the most vital decisions a board or ownership of a company will make, and also one of the biggest challenges they will face.

As an Executive, learning and mastering the skills needed to be a part of, lead, and/or manage a successful team is far more important than what's listed on a resume.

Creating dynamic cultures is a process and begins with the leadership of a company. Many companies struggle finding great talent because they aren't "attractive" enough to potential hires. More often than not, it's because of culture, not dollars. We often find reactionary practices versus thought out, proactive processes and/or lack of communication between owners, management and teams. Goals aren't met, and the company isn't thriving as it should.

Executives often struggle with moving past road blocks that are holding them back from achieving either a promotion, a career move, effectively managing a team, and/or working through a culture change. Most have the resume required, but may lack the leadership and communication skills to carry out the strategic and financial goals the leadership wants. They are passed over for positions, get frustrated with their careers, and eventually become ineffective in their current position. A no-win situation for everyone involved.

At Leading Edge Consulting, we help companies and executives discover their inner greatness - the power from within that they already have but simply aren't tapping into. We start by identifying their short and long term goals and then create a solid measurable process to get them there. In the end, companies thrive because they have the right collaborative team in place. Executives become exceptional leaders and team members because they've learned the skills needed to work with diverse individuals in a collaborative manner.



The coaching and consultative support from Vanessa has proven to be one of the most valuable resources I have in helping me grow my company and work effectively with my board of directors. I need someone who can deftly cut through the conflicting priorities and the noise that complicate a CEO's decision-making process – and that, to a tee, is what Vanessa is able to do. When I am looking for assistance to work through the complexities of a board process, I need someone who can meld strategic thinking and group dynamic into a winning package – and again, that is what Vanessa so effectively delivers.

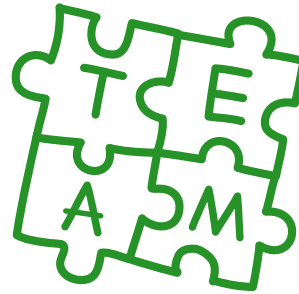


CEO and President, Large National Non-Profit Organization

Organizational Assessment and DEVELOPMENT COACHING

research

We use tested and proven practices, as well as customized assessments, to ensure we are tailoring the feedback process to meet the culture needs of the organization and the client. We also leverage what has already been done – we don't repeat steps for the sake of repeating them. We review the past assessments, feedback, and any collateral information to glean insight that can be used before we embark on creating new assessments/research. We sit in and observe the individual and team in their workplace setting so our feedback is 'in the moment' and actionable.



ROI: Team members gain greater awareness of their roles, learn how to manage conflict as well as how to make more efficient and effective decisions.

Best in class organizations recognize the need for continuous improvement – and internal checks and balance system to uncover and better understand issues that are supporting or hindering good behavior.

Organizational INCLUSION and DIVERSITY CONSULTING

Diversity is the mix; Inclusion is getting the mix to work well together.

We help companies get the right DNA in place thereby creating a dynamic culture allowing the company to attract, develop, and retain the absolute best talent.



In our Global Business Economy, best in class organizations have learned how to embrace and blend different cultures, personalities, ethnicities, sexual orientations, genders, educational backgrounds and religions. In doing so they've created dynamic cultures that house happy, productive, efficient and LOYAL team members.

At Leading Edge Consulting we help companies understand the power of diversity and inclusion by working with leadership, Employee Resource Groups (ERGs) and team members to enhance their communication skills and work with them to understand the needs of each individual. **Result:** Highly impactful innovative and productive team.

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Vanessa is a brilliant and insightful leader with an uncanny ability to balance personal power and tender care. She was an invaluable coach, friend and mentor to me when we worked together, and since that time, has continued to learn and evolve. I would recommend her to anyone who is motivated to improve and soar.

Former AVP, MassMutual Financial Group

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Culture and Business Change MANAGEMENT STRATEGY

Pulling Teams Together to Accomplish a Common Goal

All organizations go through some type of culture change during their life time – be it a merger, acquisition, and/or new leadership, which tends to shift focus and teams. Any major change within a company can create havoc leaving leadership and teams disjointed, inefficient, and ultimately ineffective. It's important to discuss the culture and employee spine of the organization during the earliest stage of any major business change.

We take a practical approach with a focus on stakeholder and employee engagement. Our change management frameworks is designed to optimize the success of IT, operational, and strategic projects, while supporting and engaging the team.

OUR PROCESS

Success

Help the INDIVIDUALS

Succeed – organizations don't change – people do. We identify the vital few behaviors that drive the most results and reinforce them with timely, positive and consistent consequences.

vision

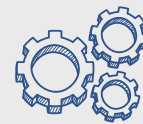
Bring the FUTURE to Life – we help organizations create a clear and compelling vision for the future and ensure that leaders are aligned, committed and ready to enroll the entire organization. We develop solutions that are credible and create pull for the change.



INSPIRE Deep Commitment – we need buy in from the entire organization to ensure everyone is working together in harmony. By building a healthy Sponsorship Spine, we apply an intentional process that cascades commitment along the spine through the front line and thereby activating key influencers.



Deliver the VALUE – we develop a realistic transformation plan informed by the organization's capacity to implement and absorb change; establish a governance structure to ensure effective, efficient decision making all the while measuring progress.



Build to SUSTAIN – we modify the organizational enablers – roles, structure and culture – and adapt systems and technology to support change. We then establish feedback loops and response mechanisms to enable solutions to evolve as needed to ensure long lasting results making the process sustainable.

Talent Acquisition Needs ANALYSIS, EXECUTION and ON-BOARDING

The **backbone** of any organization or team is its people.

At Leading Edge Consulting we help companies become more strategic about managing their most precious resource – their talent.

By carefully reviewing business goals, we consult with companies to:

- ▶ Identify their unique business case for talent management
- ▶ Identify their talent acquisition gaps
- ▶ Develop an effective talent acquisition, succession planning and selection plan
- ▶ Create a sourcing strategy
- ▶ Create meaningful on-boarding plan
- ▶ Design and implement development plans
- ▶ Work with leadership on strategies to facilitate retention and development talent
- ▶ Help implement an effective and efficient business focused staffing model to ensure a continual flow of top talent



TEAM
growth

on
BOARDING

Why should you consider VANESSA WILLIAMS for your next company event as a key note?



She speaks from the trenches.

Vanessa is a corporate executive who moved up the corporate ladder. She has real world experience on breaking through the proverbial glass ceiling, dealing with inclusion and diversity issues, and managing large global teams.



She's genuine and to the point.

Vanessa uses her personal experiences as well as those of her clients to bring a truly genuine touch to her speaking engagements. No fluff, no relying on studies or text books – her “to the point” and “matter of fact” conversational tone brings people in. Her audiences are in tune, writing down every word and are engaged. Each audience member feels as if they are having a one-on-one conversation.



She believes in NEXT steps!

When an attendee leaves one of Vanessa's events he/she have actionable items to work on – Leading Edge Homework. She encourages audience participants to define issues and create a path for action to ensure the information they just learned isn't lost.



She delivers what YOU need – it's Custom.

Every company, every team and every individual is unique and therefore every presentation should be unique and customized around the audience. Vanessa will construct her presentation and/or keynote around the company's goals. What do they want the outcome to be? No black box speeches allowed!



Suggested Speaking Topics

How to Achieve Peak Performance – both personally and professionally.

Leadership: The Real Key to Career Success

Success Strategies: Women and Diversity in today's global economy

Strategic Productivity – The power of TEAM

Win the Career Game

The Forgotten Customer: A New Perspective On Winning The War For Talent

Evolution of a Career: Differentiation, Leadership, Success and Collaboration

Inclusion and Diversity

The Power of Feedback – Receiving and Giving



Vanessa Williams, MS, PCC

is the Founder and CEO of Leading Edge Consulting, LLC, a global executive coaching firm with offices in CT and FL. Vanessa has an International background and vast experience in Executive Coaching, Women and Diversity Leadership Coaching, Leadership Advancement, Operations Leadership, Business Process Outsourcing (BPO), Strategic Business Planning, Management and Financial Reporting, and Change Management.

Vanessa uses a holistic approach with her clients from identifying success roadblocks and creating metric driven action plans and goal setting. She also works with executives, business owners and c-suites to identify strategic goals and to build and engage high-performing collaborative teams.

In her corporate career, Vanessa was a Managing Director for Horton International, a retained global boutique executive search firm headquartered in West Hartford, CT. She also held senior level and C-suite positions leading high-powered executive global teams for Sun Life, Prudential, Mass Mutual, Aetna, and UConn Health.

Vanessa holds a Master of Science Degree in Management from Rensselaer Polytechnic Institute, a Bachelor of Science Degree in Accounting from Virginia State University, and is a Professional Certified Coach (PCC) with the International Coaching Federation. Leading Edge Consulting, LLC holds national certifications as a Minority Owned Business Enterprise (MBE), and Women Owned Business Enterprise (WBE).

She sits on the Board of Trustees for Easter Seals, The New England Air Museum, and Amistad Center for Arts & Culture. She also sits on the Advisory Board for Reginald F. Lewis College Business Alumni at Virginia State University.



LEADING EDGE
CONSULTING, LLC

leadingedgeconsultingllc.com
860.269.5918 | 860.930.1277 (cell)
vanessawilliams@leadingedgeconsultingllc.com
50 Stanford Drive, 2nd Floor, Farmington, CT 06032